

## ORDER



**Orders**  
**Order / Rev:** 708419  
**Alt Order #:** 06291261  
**Product Desc:** Flight 8/22, 2012  
**Estimate:**  
**Flight Dates:** 08/22/12 - 08/22/12  
**Original Date / Rev:** 08/21/12 / 08/21/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Schweikert for Congress  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/22/12	6	\$2,975.00	\$2,528.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$2,975.00	\$2,528.75	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,975.00</b>	<b>\$2,528.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KPNX	25%	\$2,975.00
Market	100%	\$11,900.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$2,023.00
KPAZ	0%	\$0.00
KPHO	23%	\$2,737.00
KPPX	0%	\$0.00
KSAZ	11%	\$1,309.00
KTFL	0%	\$0.00
KTVK	24%	\$2,856.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Schweikert for Congress  
 Product Desc: Flight 8/22, 2012  
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KPNX	08/22/12	08/22/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$1,100.00			0.00		
2	KPNX	08/22/12	08/22/12	M-F 6-7a 12 News Today	CM	6-7a	--W----	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$350.00			0.00		
3	KPNX	08/22/12	08/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$450.00			0.00		
4	KPNX	08/22/12	08/22/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--W----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$175.00			0.00		
5	KPNX	08/22/12	08/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$400.00			0.00		
6	KPNX	08/22/12	08/22/12	M-F 6-630p 12 News 6pm	CM	6-630p	--W----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	08/20/12	08/26/12	--W----		1			\$500.00			0.00		
Totals													6	\$2,975.00
*Tax 1 Note: Tax 0.5%.														

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